EuroPress

EuroPress is a major European based international news service. Its Board of Directors includes representatives of various multi-national corporations, former high ranking officials from the IMF and the European Union, as well as prominent politicians from a number of European countries. Almost all major European and North American newspapers and broadcast media subscribe to its wire service as well as many papers and broadcast media in other regions as well.

Frame

The constituents of EuroPress share the following assumptions:

*** Market competition helps companies become more efficient and lowers prices for consumers.

*** International trade helps promote economic development when a country's exports drive its economic growth.

Beyond this agreement, they are divided between UNFETTERED MARKETS and GLOBALIZATION WITH A HUMAN FACE frames (see **Globalization Frames** in the **Resource Kit**).

Access Rules

The following team has automatic access: **A-Team**. You can choose whether or not to meet with any other teams.

Success Indicators:

Elite Credibility (EC): This begins at 100 and is raised by actions that enhance the respect of the A-Team, the U.S. State Department, and the European Union for EuroPress and is lowered by actions that decrease the respect of these teams.

Popular Credibility (PC): This begins at 100 and is increased by actions that enhance the respect of other teams for EuroPress and is lowered by actions that decrease the respect of other players.

Overall Success = (2EC + PC) / 3

Recommended to Print from Resource Kit:

You should make hard copies of the following parts of the Resource Kit to read ahead of time or bring with you to the game sessions:

*** Glossary of Technical Terms

*** UNFETTERED MARKETS and GLOBALIZATION WITH A HUMAN FACE frames.

*** SLAPPs

*** A-Team Special Programs: SDRM

*** SAPs (Structural Adjustment Programs).

*** International Labor Organization (ILO) Fundamental Conventions.

*** WHO (World Health Organization)

Visual Materials

Visual images for each case are posted. You should print these if possible and bring them to the session.

Notes:

Compared to WUSA, EuroPress is more oriented to European elites and gives somewhat higher weight to non-elite actors. It is also less committed to one particular frame on globalization issues. Like WUSA, it is a composite and is not intended to represent a particular European media company.

EuroPress Action Options

*** Review the case and plan your strategy of coverage during Phase One.

*** Observe and interview other relevant players during Phase Two.

*** During Phase Three, if you are permitted to observe one or more teams, you may send representatives to do so. You are not allowed to ask questions during this phase. Others on your team who are not observing may begin the preparation of your broadcast.

*** During Phase Four, there will be a press conference and you will receive press releases from the other non-journalist teams.

*** During the break between Phase Four and Phase Five, you should prepare your broadcast, for presentation during Phase Five. Treat this broadcast as a five minute presentation for a news of the week in review show. In preparing your broadcast, assume that it is a television presentation and you will need to describe the video portions of the broadcast as well as audio. In preparation for your broadcast, you should answer the following questions:

1. What information will you emphasize in the lead or opening paragraph?

2. What background information will you want to include?

3. Your portfolio includes visual materials provided below. Which items will you include in your broadcast?

4. What title will you use for your broadcast? (The title should be catchy and reflect the central theme and reflect your framing of events.)

EuroPress Broadcast Rating Form

In each case, there is a third non-mainstream journalist team. The success of this team rests in part on their credibility with the mainstream press. Hence, you are asked to rate the broadcast of this "alternative" journalist team.

Team _____

Notes on coverage:

1. To what extent did the alternative press team meet good journalistic standards for news coverage.

___ 1a. Generally pretty well. Did not make factual errors or present material in a distorted and misleading way.

___ 1b. Mixed. Some errors or distortions but not major ones.

___ 1c. Poorly. Presented material selectively and in a misleading way.